

Speaker: Ernie Brodsky

Event: Deerwood Campus Dedication

Date: Thursday Evening, November 13, 1997

Place: Deerwood Campus Cafeteria - Building 100

Length: 15-20 minute program

Audience: Approximately 250 people including the Board of Directors, members of the Sr. Leadership Team, government officials, customers and community leaders

Key Messages:

- Welcome to our new Deerwood Campus Complex.
- Acknowledge VIPs in the audience.
- Share the event theme: "Building Quality, Value and Service. Dedicated to Serving the Needs of our Customers."
- Introduce the speakers: Jim Overton, William E. Flaherty, Hilario Candela and Preston Haskell.
- Thank everyone for sharing in our special dedication ceremony. Invite guests to enjoy the refreshments and entertainment, tour the facilities and view the displays.

Ernie Brodsky
Master of Ceremony's Script for the
Deerwood Campus Complex Dedication
Thursday, November 13, 1997

- Welcome to our new Deerwood Campus Complex. I say that with great pride and want you to know it is truly a pleasure to have you with us this evening.
- Before we begin, I'd like to take just a moment and acknowledge some members of our audience.

*[NOTE: List of VIPs to be acknowledged will be
provided to you by Susan Wildes
shortly before event begins.]*

- Our theme for tonight's event is "*Building Quality, Value and Service. Dedicated to Serving the Needs of Our Customers.*" This theme has been the underlying principle for developing and building this campus. And it's what our company is all about.
- To start our program, I'd like to introduce Jim Overton, President of the Jacksonville City Council. Jim is a native of Jacksonville and does much to make our community a special place to live and work. Please help me welcome Jim Overton.....

[Jim Overton Speaks]

- Thank you Jim.....

- Now I'd like to introduce the Chairman and Chief Executive Officer of Blue Cross and Blue Shield of Florida, Bill Flaherty. Under Bill's leadership, our company has grown into *the* leading health care company in the state, a committed corporate citizen, and an important voice in the national Blue Cross Blue Shield Association. It is my pleasure to turn the podium over to him. Bill.....

[William E. Flaherty Speaks]

- Thank you Bill....
- In choosing an architect, we reviewed more than 50 proposals. Spillis, Candela & Partners stood out. And, they did a tremendous job in designing 640,000 square feet of space that provides us with effective operations and maximum flexibility.
- I am pleased to introduce Mr. Hilario *[e-LA-re-o]* Candela, President of Spillis, Candela & Partners. Hilario *[e-LA-re-o]*....

[Hilario Candela Speaks]

- Thank you Hilario *[e-LA-re-o]*....
- Our final speaker this evening is Mr. Preston Haskell, President of the Haskell Company — our general contractor.

- You've already heard that our campus was completed ahead of schedule and under budget. I'd also like to congratulate Preston in achieving a safety record on this project that far exceeds industry standards — only one lost time accident in 21 months and more than 700,000 hours of work.
- Ladies and gentlemen, Mr. Preston Haskell.....

[Preston Haskell Speaks]

- This concludes the formal part of our dedication ceremony. I'd like to thank all of you for sharing in this special occasion.
- I invite you to enjoy the refreshments and the entertainment that is being provided by students from the University of North Florida.
- And I hope you'll take time to tour the facility. I think you'll see why we are so proud of our new campus.
- You'll also want to make time to review the exhibits we've set up. These exhibits highlight many of the services we provide our customers and underscore our commitment to Quality, Value and Service.
- Included in the displays are a demonstration of a 24-hour service called Personal Health Advisor, an overview of our wellness progress, a hook-up to our internet website, and a demonstration of an exciting initiative we call Virtual Office.
- Again, thank you for coming.....and enjoy the rest of the evening.